

Eating Disorders Throughout the World: Exploring Similarities and Differences

Exhibitor and
Supporter Prospectus

June 7-10, 2006

Hotel Fira Palace

Barcelona, Spain



International Conference
on Eating Disorders

Conferencia Internacional Sobre
Trastornos de la Alimentación



Jointly Sponsored by the University of New Mexico School of Medicine
and the Academy for Eating Disorders



The Academy for Eating Disorders

The Academy for Eating Disorders is an international, transdisciplinary, nonprofit membership organization for professionals and advocates engaged in research, treatment and prevention of eating disorders.

The Academy is home to more than 1,300 members. Approximately 25% of these professional members reside outside of the United States.

AED provides members and the field at large with a variety of services, resources and educational programs, including the invaluable support of a community of dedicated colleagues.

Since the organization was founded in 1984, the International Conference on Eating Disorders has been AED's flagship activity and the highlight of the AED year.

Eating disorders are characterized by a persistent pattern of aberrant eating or dieting behavior. These patterns of eating behavior are associated with significant emotional, physical and relational distress.

Participation Benefits

Your participation helps AED contain registration fees for the meeting and improve the overall quality of the event for participants at all levels. In return, your organization can expect:

- Effective promotion of your program, service or message via highly concentrated, exclusive exposure to an interested audience of qualified professionals.
- Recognition and visibility during the meeting and beyond in publications and on the Web.
- Networking opportunities to support your sales program.
- Learning opportunities to find out about the latest developments in the marketplace.
- Market knowledge and insight into the services available from other providers.
- Influential opportunities to identify yourself as a supporter of AED and help advance eating disorder research and clinical applications.

Welcome to the ICED

The Academy for Eating Disorders invites you to participate in the 2006 International Conference on Eating Disorders, June 7-10, at the beautiful Hotel Fira Palace in Barcelona, Spain.

The ICED is the primary gathering place for professionals and advocates engaged in research, treatment and prevention of eating disorders. Each year, ICED attendees, faculty, supporters and exhibitors create a unique, inspiring and intensive environment for education, training, collaboration and dialogue.

This prospectus outlines cost-effective exhibit and support opportunities for commercial and nonprofit organizations, foundations, institutions, agencies and others to play an important role in supporting the field by spending quality time with the leaders in the field.

Who Should Exhibit or Support the ICED?

ICED participants are interested in commercial and nonprofit organizations, institutions, agencies and foundations related to eating disorders treatment, research, education and advocacy, such as

- Medical and wellness centers
- Residential facilities
- Hospitals
- Treatment centers
- Behavioral health centers
- Health management and maintenance organizations
- Counseling centers
- Psychiatric centers
- Publishers
- Recruiters
- Software developers
- Professional education and CME programs
- Government/regulatory agencies
- Professional societies and associations
- Patient/consumer advocacy groups
- Food and beverage manufacturers

Continuing Medical Education (CME) Requirements

In order for the AED to offer continuing medical education (CME) credit to attendees, the meeting joint sponsor, the University of New Mexico School of Medicine, requires each commercial supporter to complete a Letter of Agreement. This agreement is a standard contract to comply with CME regulations, as set forth by the Accreditation Council for Continuing Medical Education (ACCME). This form will be mailed to you under separate cover after AED receives your completed exhibitor/supporter contract.

AED 2006 Support Opportunities

Traditional Supporter \$1,000 US

Traditional Supporters help AED bring together the many key elements of a successful conference. Your presence will be felt by delegates throughout the conference and remembered appreciatively long after. Benefits of being a Traditional Supporter include:

- Organization name in the preliminary program and final program**
- Acknowledgment on scrolling slides in the plenary meeting room with other supporters of the same level
- Acknowledgment on signs in the registration area with other supporters
- Organization name on the AED Web site following the conference in acknowledgment of support**

Silver Supporter \$7,500 US

Silver Supporters enjoy the option of supporting a variety of conference activities, including coffee breaks and member breakfasts. These opportunities provide remarkable visibility at AED's 2006 International Conference on Eating Disorders. Silver Supporters will receive the following:

- All the benefits of a Traditional Supporter package
- Two complimentary conference registrations***
- Organization name and logo on signs in function area during supported program**
- Link to your organization's Web site from the AED Web site following the annual conference**
- President's acknowledgment from the podium, recognizing your organization as a Silver Supporter of the conference

* In addition to the \$50,000 US, the Sponsored Symposium Supporter is responsible for all costs related to speakers, the production and distribution of promotional mailing materials, all session audio/visual needs and all food and beverage for the symposium.

** Organization or company logo only. No product-specific logos are permitted.

*** Complimentary registrations may not be given to physicians who are not employees of your organization

Gold Supporter \$15,000 US

This high-visibility support package ensures that your organization will receive outstanding visibility at the AED 2006 International Conference on Eating Disorders. The Gold Supporter contributes to the success of AED's Annual Business Meeting and awards presentations. The 2006 Gold Supporter will receive the following:

- All the benefits of the Traditional and Silver Supporter packages
- Three complimentary conference registrations***
- Pen with your organization name and logo distributed to each conference attendee at registration**
- One complimentary set of AED member mailing labels
- President's acknowledgment from the podium, recognizing your organization as the Gold Supporter of the conference

Platinum Supporter \$25,000 US

This prestigious support package ensures that your organization will receive prominent visibility at the AED 2006 International Conference on Eating Disorders. The Platinum Supporter contributes to the success of AED's annual closing night reception. The 2006 Platinum Supporter will receive the following:

- All the benefits of the Traditional, Silver and Gold Supporter packages
- Four complimentary conference registrations***
- Portfolio with your organization name and logo distributed to each conference attendee at registration**
- Informational table in registration area at conference
- President's acknowledgment from the podium, recognizing your organization as the Platinum Supporter of the conference

Sponsored Symposium Supporter* \$50,000 US

This exclusive, top support package ensures that your organization will receive the highest possible visibility at the AED 2006 International Conference on Eating Disorders. Become the only Sponsored Symposium Supporter and receive the following:

- All the benefits of the Traditional, Silver, Gold and Platinum Supporter packages
- Six complimentary conference registrations***
- Tote bag with your organization name and logo distributed to each conference attendee at registration**
- President's acknowledgment from the podium, recognizing your organization as the Sponsored Symposium Supporter of the conference

AED 2006 Exhibit Program

Tabletop Exhibit \$1,200 US per 2mts x 0.80m table or \$2,200 US for two 2mts x 0.80m tables

Reinforce your organization's position or introduce your presence in the profession. Enhance productivity by building contacts and partnerships. Meet with people who are looking for your expertise. Exhibiting with AED offers:

- One complimentary conference registration (additional representatives may attend by registering for the conference at a reduced rate)
- Company identification sign
- General security
- Organization name in the preliminary program and final program**
- Acknowledgment on signs in the registration area with other exhibitors
- Organization name on the AED Web site following the annual conference in acknowledgment of support**

Exhibit Dates and Hours**Wednesday, June 7**

Exhibitor Set-Up	3:00 p.m. – 5:00 p.m.
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Thursday, June 8

Exhibits Open	8:30 a.m. – 8:30 p.m.
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Friday, June 9

Exhibits Open	8:30 a.m. – 7:00 p.m.
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Saturday, June 10

Exhibits Open	8:00 a.m. – 2:30 p.m.
Exhibitor Teardown	2:30 p.m. – 4:30 p.m.

Coffee breaks and planned receptions will be scheduled in the exhibit area daily.

2005 AED Exhibitors and Supporters

- Alexian Brothers Behavioral Health Hospital
- Avalon Hills Residential Eating Disorder Program
- Bellwood Health Services
- The Boswell Center
- Castlewood Treatment Center
- Caversham Booksellers
- Center for Change
- The Center for Counseling and Health Resources
- Center for Discovery
- Center for Hope of the Sierras
- Children's Hospital — Omaha
- The Children's Hospital Eating Disorders Treatment Program
- Clinique St-Amour
- Comenzar de Nuevo A.C.

- Denver Health Medical Center
- Eating Disorder Center of Denver
- Eating Disorder Institute — Fargo, North Dakota
- Eating Disorders Institute at Methodist Hospital
- Fairwinds Treatment Center
- Genetics of Anorexia Nervosa Consortium
- The Klarman Eating Disorders Center at McLean Hospital
- Laureate Psychiatric Clinic Hospital
- Laurel Hill Inn
- Lotus Group
- McCallum Place on the Park
- Mirasol, Inc.
- The Monte Nido Treatment Center
- MySelfHelp.com
- National Eating Disorder Information Centre (NEDIC)

- National Eating Disorders Association
- New Life Centers
- Penn State Eating Disorder Program
- Puente de Vida
- Rader Programs
- Remuda Ranch
- The Renfrew Center
- Ridgeview Institute
- River Oaks Hospital
- Rogers Memorial Hospital
- Rosewood Ranch Women's Center
- Shades of Hope
- Summit Eating Disorders and Outreach Program
- University Medical Center at Princeton
- Westwind Eating Disorder Recovery Centre

2006 Scientific Program Committee

Co-Chair: Daniel le Grange, PhD, FAED

Co-Chair: Tracey Wade, PhD

Committee:

Maureen Dymek-Valentine, PhD
 Fernando Fernandez, PhD, FAED
 Debbie Franko, PhD
 Debbie Katzman, MD, FAED
 Anna Keski-Rahkonen, PhD, MD
 Kelly Klump, PhD
 Yael Latzer, DSc
 Katharine Loeb, PhD
 Paulo Machado, PhD
 Sloane Madden, MD
 Dasha Nicholls, MBBS, MD
 Maria Teresa Rivera, RD
 Howard Steiger, PhD, FAED
 Martina de Zwaan, MD

General Information

Exhibits and Signs

Each exhibit space will include one 2mts x 0.80m covered table and two chairs. Exhibits will be tabletop only. No freestanding floor exhibits or standing equipment will be permitted unless your display fits upon the 2-meter tables. A tabletop sign will be provided to each exhibitor.

Space Assignment

Space assignments will be made in the order in which applications are received. Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate this on their application for exhibit space. Careful consideration will be given to such requests. The Academy for Eating Disorders reserves the right to alter the floor plan at any time.

Payment

Tabletop exhibits are \$1,200 US for a single table and \$2,200 US for a double. Full payment must be made with the Exhibit Space and Supporter Contract.

Tabletop exhibit registration includes refreshment breaks and a ticket to the closing social event. If you would like to sign up for any of the optional events, please do so on the registration form, and indicate how you would like to pay. A registration form will be sent to you in your exhibitor kit once you have signed up for a tabletop exhibit.

Cancellation Policy

Cancellations received in writing by March 28, 2006 will be subject to a 25% administrative fee. No refund is possible for cancellations received after March 28, 2006.

Installing Exhibits

The exhibit area will be available for set-up on Wednesday, June 7, from 3 – 5 p.m. All exhibits must be set up by 5 p.m., Wednesday, June 7. Assembly of exhibits during the regularly scheduled exhibit hours is not permitted.

Dismantling Exhibits

All exhibits must remain intact until the official closing time of Saturday, June 10, at 2:30 p.m., and may not be dismantled or removed, in whole or in part, before that time.

Exhibit Personnel

All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor badge and must be employed by the exhibiting organization or have a direct business affiliation. Exhibiting companies are limited to one complimentary registration. Additional representatives may attend by registering for the conference. A special \$50 US discount off the prevailing registration fee is available to attendees and physicians whose organizations are exhibiting at the 2006 ICED.

Hospitality Suite/Event Scheduling

Exhibitors and supporters are encouraged to host hospitality suites or other events during the course of the AED conference. However, these events may not conflict with any scheduled AED conference activities. Conference hours are 9:30 a.m. – 5 p.m. on Wednesday; 9 a.m. – 8:30 p.m. on Thursday; 8:30 a.m. – 9 p.m. on Friday; 8 a.m. – 11 p.m. on Saturday. Contact AED for more information.

Security

Exhibit management provides peripheral security guard service. However, it is the responsibility of each exhibitor to protect display material from loss or damage. Please be certain that all small display and personal items are secure before leaving the display — even temporarily.

Hotel Information

AED has negotiated with the Hotel Fira Palace, the ICED headquarters hotel, to offer the special room rate of 192,60€ single and 208,65€ double. Additional accommodations, within walking distance, have been secured at the Barcelona Plaza Hotel, 139,10€ single and 155,15€ double, and B-Hotel, 130,54€ single and 164,78€ double. All rates include taxes and a daily breakfast. Reservations must be made by May 8, 2006. To make a reservation, visit www.aedweb.org for instructions and a reservations form. The AED 2006 ICED room rate may not be available after May 8, so make your reservations early.

Air Travel Discount Information

Airline reservations can be made through Bannockburn Travel Inc., the preferred agency for AED meetings. When you call, ask for the group department and identify yourself as an AED 2006 International Conference on Eating Disorders participant. Bannockburn Travel charges a processing fee on transactions but provides a discount to all AED attendees. International callers phone Bannockburn Travel at 847/948-9111; domestic callers dial 800/557-9167.

To Apply to Exhibit or Support the 2006 AED International Conference on Eating Disorders

Complete the Exhibitor/Supporter Contract and indicate your level of support. Commercial supporters are required by the University of New Mexico School of Medicine to complete a Letter of Agreement. A Letter of Agreement will be sent under separate cover after AED receives your signed contract. Complete and return the following to AED:

- Signed exhibit/support contract
- Payment

Return materials with full payment to:

Academy for Eating Disorders
60 Revere Drive, Suite 500
Northbrook, Illinois 60062 USA
Voice: 847/498-4274 Fax: 847/480-9282
E-mail: aed@aedweb.org
Exhibitor materials are also available at www.aedweb.org

Questions

Contact AED Headquarters
Conference Administrator
Voice: 847/498-4274 Fax: 847/480-9282
E-mail: aed@aedweb.org